

## ABSTRACT OF THE DISCLOSURE

The Power Hook, Force Flies and Lures invention and its application is disclosed. The power hook is a conductive fish hook wherein the electromagnetic field about the said hook is charged by addition of a conductive winding which is insulated from the said hook. The power hook improvement can be applied to all styles of fishing hooks to suit all styles of fishing, such as, but not limited to, fly fishing, lure fishing or bait fishing. The invention can embody a fishing lure with similar electromagnetic enhancement with attached hook or hooks.